A STUDY ON CUSTOMER BEHAVIOUR IN TELECOM INDUSTRY WITH SPECIFIC REFERENCE TO AGRA REGION

SYNOPSIS

SUBMITTED FOR THE AWARD OF THE DEGREE OF

DOCTOR OF PHILOSOPHY (Ph.D.)

RESEARCHER:

TEJ SINGH

SUPERVISOR:

DR. A.K. SATSANGI

DEPARTMENT OF MANAGEMENT

FACULTY OF SOCIAL SCIENCES

DAYALBAGH EDUCATIONAL INSTITUTE (DEEMED UNIVERSITY)

DAYALBAGH AGRA-282 110

JULY, 2012